

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
March 18, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Chris Bonbright	Whitley Court Partners
	Adrian Jones	Madame Tussaud's
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Don Mushin	Hollywood Toyota
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederland Organization - (Ex-officio Member)
Directors Absent	Ron Radachy, V.P.	Oasis of Hollywood
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Katie Zandona	HPOA
	Joe Mariani Jr.	HPOA
Guests	Robert Henzler	
	Junella Chin	Reve Investments

	Jeremy Chin	Reve Investments
	Nicole Mihalka	Cushman and Wakefield
	Sharon Shapiro	Council District 4
	Councilman Tom LaBonge	Council District 4

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:16 p.m.

II. Public Comment

Nicole Mihalka introduced her clients Junella and Jeremy Chin, who will be remodeling the Forbidden City into a French bistro.

Robert Henzler explained to the board that he had recently been arrested by BID Security and wanted to file a complaint against them. Kerry Morrison asked if Henzler could stay until the end of the meeting so she could give him the contact for BID Security Director Steve Seyler.

III. Approval of Minutes

**It was moved by Chris Bonbright, seconded by Jose Malagon and CARRIED to approve the minutes from the board's February 18, 2010 meeting. Unanimously approved.**

IV. Treasurer's Report

A. Treasurer's Report for February 28, 2010: The current financial statement projects a year-end cash-on-hand of \$471,000 in the bank. Stephan also mentioned to the board that since switching the board's accounts to Wells Fargo, there have been a number of reoccurring bank fees that have been charged to the BID, despite the fact that the staff was told these fees would be waived when initially switching banks. Out of interest to the staff's time, Stephan recommended that he and Morrison interview a few other banks to see if the BID should move their accounts.

**It was moved by Jim McPartlin, seconded by Jose Malagon to approve the Treasurer's Report from February 28, 2010. Unanimously approved.**

B. Review of Contingency Line-Item Earmarks: Morrison explained to the board that with the upcoming office move, she had drafted a recommendation that delineated how the \$96,000 contingency budget could be used for the remainder of 2010:

- Tree trimming \$32,500
- Porta potty rental 1,200
- Balance of side/back Streets project 39,000
- TI costs (up-front) 14,000
- Moving costs 5,000

V. Committee/Activity Reports

A. Streetscape Committee

1. Walk of Fame Repair: Sarah MacPherson reported that she had attended a meeting downtown with various officials, and that it had been decided that the revocable permit would no longer be a requirement for those individuals conducting repairs to the Walk of Fame. The board thanked MacPherson for her help on getting this requirement removed. With the requirement now gone, MacPherson reported that the CRA can go forward with their plans to get rid of all the remaining Ficus trees along the walk of fame.

2. Status of Wrought-Iron Bench Installations: Joe Mariani informed the board that he and MacPherson had met with representatives from BOE and BSS along with Mitch O'Farrell from CD-13 to discuss bypassing the revocable permit requirement for the bench installations. However, it appears that there is no way to bypass the City's request to obtain the permit for installation and the BID will have to sign the liability waiver. Jeff Briggs informed the staff that the City would still be held liable in the event of an incident as the City had approved the various locations. Mariani is working with MacPherson to identify a company to install the benches once the permit from the city is obtained.

3. Streetscape Contingency Projects:

a. Side and Backstreet Project Phase III: The RFP for the project is complete and MacPherson will be sending it to various vendors in the near future. The project would install approximately 87 trees along the side and backstreets of the BID. In order to complete the project, the board would have to take some money from the contingency budget in addition to utilizing the Special Projects 04-08 budget to create the \$60,000 fund needed for completion.

**It was moved by Chris Bonbright, seconded by Jan Martin and CARRIED to approve the Side and Backstreets Project Phase III for an amount not to exceed \$60,000. Unanimously approved.**

b. Annual Tree Trimming: MacPherson said that the BID had made the commitment in the MDP to trim trees in zone one on annual basis. As funds for this activity previously came out of the old Hollywood and Vine assessment account, the board would need to now pull funds from its contingency as the old account has since been used up. The staff is in the process of seeking a bid for the trimming costs. Next year, this line item will be included in the Streetscape Budget.

**It was moved by Chris Bonbright, seconded by Jim McPartlin and carried to set aside \$32,500 from the contingency account for the trimming of trees in Zone 1. Unanimously approved.**

c. Porta-Potty for Clean Street Team: Mariani reported that the Clean Street team members have been without any permanent headquarters for some time. In an effort to move in that direction, the staff would like to recommend renting a portable restroom for the team to have at their current location in the Selma Elementary School parking lot.

**It was moved by Nathan Korman, seconded by Chris Bonbright and CARRIED to approve the rental of a portable restroom for the crew on a month to month basis, for a cost not to exceed \$1,200 a year. Unanimously approved.**

4. Mid Block Meeting: The first meeting for the Mid Block demonstration project will be occurring in late March.

5. Sunset Boulevard Urban Design Guidelines: MacPherson notified the board that the Sunset Boulevard urban design guidelines have been released for those who are

interested in hearing more about the document, a meeting will be taking place following the board meeting in Suite 900 of the House of Blues Building (6255 Sunset Blvd.).

**B. Marketing Committee**

1. Demographic Research Project Progress Report: Katie Zandona informed the board that the first set of interviews for the project would start tomorrow. Morrison and Zandona will be speaking with the research team in order to make a few changes to the resident survey. After the changes are completed the survey will be given to the steering committee for a final review before it is conducted.

2. Review of P&L Statement for Navigate Hollywood: Zandona reviewed the 2009 statement. The board's loan of \$5,000 last year aided the site in paying for its initial months. Since that time Zandona has worked with various production companies to ensure they are paying their street closure fees to the site. If funding from closures continues as scheduled the site should be able to repay the loan from the board in June 2010.

3. Places and Spaces Update: The new Places and Spaces guide is still in the development phase. Zandona reported that she hopes to be able to preview it for the board at their next board meeting.

4. E-newsletter Feedback: Zandona asked the board that any feedback regarding the Hollywood Entertainment District's new E-newsletter be sent to her via email.

**C. Security Committee**

1. Update on Hollywood Courthouse: Morrison informed the board that Baydsar Thomasian from Assembly Member DeLeon's office reported at the last Security Committee meeting that the Hollywood Courthouse would remain open through 2010. However, after that time the status of the courthouse would be unclear.

2. Hollywood Safe Sidewalks Effort: Morrison reported that the staff has hired a videographer to combine and collect new footage of the activities occurring on Hollywood Boulevard, between Orange Drive and Highland Avenue. The staff hopes to take the finished video and show it to various City Council Members and the Mayor to help create some political will in aiding the BID in improving the safety of the sidewalks in that area. Morrison has also reached out to BW Research to see if they could provide her with a quote on how much it would be to add an additional component to the survey which would ask visitors what their impression was of the "Hollywood and Highland sidewalk experience." The Council Office has also invited the BID to formally participate in their CD-13 Sidewalk Task Force which will be meeting in April.

3. General Discussion of Reestablishment of Late Night Patrol: Prior to the last Security Committee meeting Morrison and some of the committee members met with representatives from the ArcLight Parking Structure and the complex to discuss late night security issues. The conversation brought up the idea of reinstituting Andrews late night patrol. The topic is slated to be discussed at the committee's next meeting.

**VI. Old Business**

A. Christmas Parade: Councilmember Tom LaBonge acknowledged that he had received the board's letter regarding possibly changing the time of the Hollywood Christmas Parade. The board had requested that the parade be moved to the Saturday morning following Thanksgiving, in order to keep shoppers in Hollywood following the parade. LaBonge acknowledged that the parade was a long standing tradition in the community and he prefer not alter it's time, however he did say he would look into it further.

VII. New Business

None

VIII. Report from Executive Director

A. Update on Office Move

1. Review/Approve Recommendation from Staff Regarding Proposed Move to 4<sup>th</sup> Floor in the Taft Building: Morrison explained to the board that the lease on the staff's current offices had expired and that they are now on a month to month basis. After negotiating the staff has been offered a 4<sup>th</sup> floor office space at \$1.85/sq. ft. The rate did not include tenant improvements which would need to occur prior to the staff moving in. The board had the option to either pay for the improvements up front, using their contingency money, or have the improvement costs amortized over the length of the five year lease. Morrison and the staff had also looked at a few spaces in the Folb's buildings in the Sunset and Vine BID however did not receive any formal proposals from the Folb's prior to this meeting.

**It was moved by Frank Stephan, seconded by Chris Bonbright and CARRIED to approve entering into a 5 year lease for the 4<sup>th</sup> floor office in the Taft Building, at the rate of \$1.85/sq. ft. and that tenant improvements would be paid for up front out of the board's contingency. The board also requested that the staff look into making the lease an 8 year lease for the same rate, with a 5 year exit clause, if the option is presented. Unanimously approved.**

IX. Next Meeting

The next meeting is scheduled for Thursday, April 22, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:41 p.m.